

STOREFRONT FOR ART AND ARCHITECTURE

FOR IMMEDIATE RELEASE, Contact: Sarah Herda, Director 212.431.5795
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Remapping

Warren Neidich

September 14 - October 27, 2002

Opening reception, September 14, 2002

Warren Neidich explores the complex relationships between architecture, film and photography in the urban environment. In the Storefront gallery, Neidich will exhibit for the first time in New York the complete work "Remapping," a series of 10 foot long digitally collaged photos of a typical Los Angeles office building with a mirrored façade. A term borrowed from neurobiology, remapping is a process by which one part of the brain takes over the function of an adjacent, debilitated one. In Neidich's work it functions as an analogy for the way that information, via the narrative of film, has been increasingly mapped onto the built environment and changed the way the individual experiences time and space. In his opinion these reconfigured relations have implications for the way that the brain processes information resulting in what he refers to as the "mutated observer".

Neidich has revisited the site of the "Remapping" series, 8737 Beverly Boulevard, with the new video piece "Blind Man's Bluff" (2002). Unlike the endless facades created in the photo series by seamlessly collaging images together, the video reveals the actual building and in this instance Neidich uses the façade to reflect a dreamlike narrative with the artist himself cast as a blind man. The action that ensues occurs over and over again—the apparatus of the video loop connects analogically to a loop in the brain. The looped activity becomes a metaphor for an obsessive act caused by a faulty neural feed-forward neural loop without inhibitory influences.

Neidich will also perform an "intervention" on the Storefront façade (designed by Vito Acconci and Steven Holl, 1993). By affixing stainless steel panes to the inside and outside of four vertically rotating panels, he will transform the façade into a large-scale perspectival device reflecting moving images of the street into the gallery and images of the gallery out onto the street. Visitors will be encouraged to adjust the angles of the doors, allowing them to manipulate the building/ work of art and its optical effects.


Later this year, Warren Neidich will have a solo exhibition entitled "The Mutated Observer" at The California Museum of Photography in Riverside, California. Neidich co-founded Artbrain.org #2, a website exploring art, culture and the brain. He is also currently a participating artist in the New Views Dumbo studio program sponsored by the Lower Manhattan Cultural Council.

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Founded in 1982, Storefront for Art and Architecture is a nonprofit organization committed to the advancement of innovative positions in art, architecture and design.

Location: Storefront for Art and Architecture, 97 Kenmare Street, New York, NY 10012
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Gallery Hours: Wednesday – Sunday, 11AM–6PM



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https://archive.org/details/200209_remapping00warr

Closing Reception for *Remapping*
American Launch of Artbrain.org # 2

Tuesday, October 29th, 2002 from 6-8p.m

Storefront for Art and Architecture
97 Kenmare Street
New York NY 10012
212.43.5795

Please join us on Tuesday October 29th 2002 for a closing reception for *Remapping*, an exhibition by Warren Neidich featuring his video work *Blind Man's Bluff*, his *Remapping* photographs and his installation on the Storefront façade (designed by Vito Acconci and Steven Holl, 1993). This reception will also include the American launch of Artbrain.org #2, an interdisciplinary website exploring intersections among art, cinema, poetry, philosophy and cognitive neuroscience.

Artbrain.org contains the Journal of Neuro-Aesthetic Theory, a web-based periodical that examines relationships between cinema and neuroscience featuring joint projects by artists and scientists, and the Netspace Gallery, a virtual gallery space curated by Nathalie Angles, co-producer of artbrain.org and curator of art at Location 1, Anne Barlow, curator of education and media programming at the New Museum and Anne Ellegood, assistant curator of contemporary art at the New Museum.

Featured artists at artbrain.org include Alan Bruton, Cheryl A. Cotman, Suzanne Anker, Susan Casey Raes, Janet Cohen, Keith Frank, Jon Ippolito, Stanza, Warren Sack, Diana Thater, Daniel Blaufuks, Francois Bucher, Ken Jacobs, Gruppo A12, Francisca Insulza and Eric Duyckearts. Also included are essays and articles by Lev Manovich, Laura Marks, Martha Trivizas, Yann Beauvais, Colin Gardner, Gregory Flaxman, Andrea Grunnert, Penny Starfield, Warren Neidich and Fabrice Stroun.

For more information on the Journal of Neuro-aesthetic Theory, please visit www.artbrain.org or contact Nathalie Angles at Nathalieangles@yahoo.com.

